

ORDER



KSDK

Orders
Order / Rev: 723103
Alt Order #: 06382075
Product Desc: WAGNER FOR CONGRESS
Estimate: 2960
Flight Dates: 10/18/12 - 10/24/12
Original Date / Rev: 10/17/12 / 10/17/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Strategic Media Placement LLC
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Wagner, A/R / Congress
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/24/12	16	\$23,100.00	\$19,635.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$23,100.00	\$19,635.00	0.00
Totals	16	\$23,100.00	\$19,635.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	47%	\$23,100.00
Market	100%	\$49,148.94

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	2%	\$982.98
KETC	0%	\$0.00
KMOV	23%	\$11,304.26
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	28%	\$13,761.70
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	10/18/12	10/19/12	M-F 6-7A 6-7a	CM	6-7A	---TF--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	---TF--		1		\$900.00		0.00					
E 2	KSDK	10/22/12	10/24/12	M-F 6-7A 6-7a	CM	6-7A	MTW----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSDK	10/22/12	10/24/12	M-F 6-7A 6-7a	CM	6-7A	MTW----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTW----		2				\$900.00		0.00			
E 3	KSDK	10/19/12	10/19/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	----F--	:30	1	\$2,025.00	P-2	0.00	NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----F--		1				\$2,025.00		0.00			
E 4	KSDK	10/23/12	10/24/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	-TW----	:30	2	\$2,025.00	P-2	0.00	NM	2	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TW----		2				\$2,025.00		0.00			
E 5	KSDK	10/18/12	10/18/12	LN (M-F) LN (M-F)	CM	10-1035p	---T---	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---T---		1				\$2,250.00		0.00			
E 6	KSDK	10/22/12	10/24/12	LN (M-F) LN (M-F)	CM	10-1035p	M-W----	:30	2	\$2,250.00	P-2	0.00	NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-W----		2				\$2,250.00		0.00			
E 7	KSDK	10/21/12	10/21/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$750.00		0.00			
E 8	KSDK	10/21/12	10/21/12	Meet The Press Meet The Press Sun 8-9A	CM	8-9A	-----S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$4,500.00		0.00			
E 9	KSDK	10/18/12	10/19/12	M-F Noon News Noon News	CM	12-1230p	---T---	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---T---		1				\$525.00		0.00			
N10	KSDK	10/18/12	10/19/12	M-F 5-6A 5-6a	CM	5-6A	---11--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---11--		2				\$450.00		0.00			
N11	KSDK	10/22/12	10/24/12	M-F 5-6A 5-6a	CM	5-6A	MTW----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTW----		2				\$450.00		0.00			
Totals													16	\$23,100.00	